S3MKT460
DIGITAL MARKETING & SOCIAL NETWORK

Number of ECTS credits : 3
Course language : English
Course leader : BALUSSEAU Vincent
Faculty : LEPOIVRE Jérôme , PARTHASARATHY Aparajit

≡ COURSE DESCRIPTION
Lessons, case study, project

≡ COURSE OBJECTIVES

At the end of the course, students will be able to:

- Analyze the opportunities provided by the key social networks, amongst the various options digital marketers have (paid search, display, etc).

- Make sense of the different use cases related to social media marketing, , implement best practices within these different (though interrelated) fields : social media listening ; content marketing and community management ; social ads ; customer care,etc.

- Understand the role of the different software ressources available in the marketplace to manage social media marketing.

≡ LEARNING GOALS

LO02 - Analysis : Analyse complex situations
LO03 - Analysis : Use cross-disciplinary approaches
LO04 - Action : Make proposals, take initiatives
LO07 - Entrepreneurship and Innovation : Identify needs and draw up an appropriate offer
LO15 - Cooperation : Act with flexibility, adaptability and intellectual curiosity

≡ TACKLED CONCEPTS

Digital marketing and its various disciplines.
E-reputation and social media listening
Content marketing and community management,
Social ads/native ads
Social media KPIs.

≡ LEARNING METHODS

Class lecture, case study, written exam.

≡ ASSIGNMENTS

Analyze different interactions between social networks and business

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

60 % : Contrôle continu
40 % : Examen

≡ SESSIONS

1 | **Introduction to Digital Marketing**
LECTURE : 00h00

2 **Development to Digital Marketing**
LECTURE : 00h00

3 **Development to Digital Marketing (continued)**
LECTURE : 00h00